



# PRESS RELEASE

## For Immediate Release

July 10, 2024

### **MARYSVILLE PEACH FESTIVAL CELEBRATES 24 YEARS OF THE VALLEY'S SWEETEST COMMODITY**

The 24th Annual Marysville Peach Festival is set for Friday, July 19<sup>th</sup> from 4 p.m. to 10 p.m. on and Saturday, July 20<sup>th</sup> from 10 a.m. to 10 p.m. The festival will once again be held in historic downtown Marysville.

The City of Marysville invites you to enjoy the wide variety of peachy food, two stages of music entertainment, and shop with more than 120 exhibitors alongside more than twenty-five thousand attendees who regularly visit this free community event.

The fun begins on Thursday evening, July 18<sup>th</sup> when the Marysville Youth Shooting Sports program hosts the Peach Pub Crawl in downtown Marysville from 5:30 – 9:30 p.m. For more information call (530) 682-7160.

New this year, opening night will be kicked off with the Peach Royalty competition hosted through a partnership with the Heartshine Foundation. The competition will take place on the 3<sup>rd</sup> & D Street Stage from 4 p.m. – 6 p.m. on Friday, July 19<sup>th</sup>. Categories include: Pre-teen (ages 8-11), Jr. Teen (ages 12-15), Teen (ages 16-18) and Miss (Ages 19-29). To register, visit the Marysville Peach Festival Facebook page and scan the QR code.

Also returning is the 12<sup>th</sup> annual Peach Festival Tasty Treat Competition hosted by Results Radio. If you think you've got the best peach pie recipe or your peach cobbler has the best crumble, enter them into the Tasty Treat Competition on Friday evening at 6:45 p.m. at 604 D Street, Marysville. There are both savory and sweet categories and cash prize winners will be announced on Friday evening. For more information call (530) 763-5402.

Returning in 2024 is the Peach Festival 5K/10K Run/Walk which will be held on Saturday morning and hosted by The Training Zone. Those interested in registering should contact the Training Zone at (530) 742-7473.

Marysville High School FFA will host their Peaches & Pancake Breakfast on D Street near the 3<sup>rd</sup> & D Street Stage on Saturday morning.

Several games and competitions for fun prizes will be held at the corner of 6<sup>th</sup> & D Streets on Saturday, with the Peach Pie Eating contest happening at high noon.

Introducing this year's newest addition: the Peach Promenade, a vibrant block sponsored by Sutter Health, designed to foster connections and provide a refreshing escape from the summer heat. Located between 3rd and 4th on D Street, the Sutter Health Peach Promenade offers ample seating, umbrella-shaded areas, and strolling entertainers to delight visitors. As night falls, the street will come alive with the warm glow of string lights, creating a magical evening ambiance. A cooling station will be made available to festivalgoers at this location, featuring a large tent with 4 mister fans.

The Marysville Peach Festival is proud to announce a new competition – the 1<sup>st</sup> Annual Peach Festival Bed Races! Private citizens, civic clubs, families and student groups are encouraged to build a bed to race in the Bed Races, which will take place on D Street between 7<sup>th</sup> & 8<sup>th</sup> Street at 11 a.m. on Saturday, July 20<sup>th</sup>. Winners will receive cash prizes for fastest and best peachy theme.

A children's entertainment area will be located in the park on the east side of 3<sup>rd</sup> & D Street. This year's children's activity and entertainment area is made possible through a partnership between the City of Marysville and First 5 Yuba.

There will be something fun for the whole family at the 2024 Marysville Peach Festival.

## **TRAFFIC & DETOURS**

Street closures to prepare for event set-up begin on Thursday evening, July 18<sup>th</sup> at 9 p.m. Detours are still in place as a result of the Marysville Hotel Fire. The following routes are recommended:

**From northbound Hwy 70:** turn right onto 3<sup>rd</sup> Street. Free streetside parking will be available on 3<sup>rd</sup>, 2<sup>nd</sup>, 1<sup>st</sup>, D and C Streets. Paid parking is available at Habitat for Humanity parking lot at 3<sup>rd</sup> & D Streets.

**From southbound Hwy 70:** continue southbound onto B Street and turn right on 8<sup>th</sup> Street. Free streetside parking will be available on B, C, D and 8<sup>th</sup> Streets.

**From eastbound Hwy 20:** turn left on 9<sup>th</sup> Street and right onto D Street. Free streetside parking will be available between 8<sup>th</sup> & 9<sup>th</sup> on D Street, along 8<sup>th</sup> Street and C Street.

**From Hwy. 99:** turn eastbound onto Bridge Street. Continue eastbound over the 5<sup>th</sup> Street Bridge. Take the 3<sup>rd</sup> Street exit (right lane) and then turn right on F Street. Head southeast underneath Hwy. 70 (E Street Bridge) to 1<sup>st</sup> Street. Free streetside parking is available on 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, C and D Streets. Paid parking is available at Habitat for Humanity parking lot at 1<sup>st</sup> & D Streets.

## **INTERVIEW OPPORTUNITIES**

The following interview opportunities are available to the press:

- Marysville Mayor
- Marysville Chief of Police
- Peach Farmer
- Peach Festival Event Coordinator
- Marysville Business Alliance
- Peachy Food Vendors

**In-studio or on-location interviews: contact Kary Hauck at (530) 844-2358 or [kary@sapphiremarketinggroup.net](mailto:kary@sapphiremarketinggroup.net). Suggested segments: taste test, cooking demonstration or an interview.**

For information contact Sapphire Marketing Group at (530) 763-5402 or visit [www.marysvillepeachfest.com](http://www.marysvillepeachfest.com).